

News Release

Rabbi Moshe Weiss, Inventor of the Sound Bender featured on "Shark Tank" to Speak on Tuesday, March 25, 2014, at the U of M Crookston; Weiss will present at Noon in Bede Ballroom, Sargeant Student Center

By Itollefs on Wednesday, March 5, 2014

Moshe Weiss, a St. Paul, Minn., rabbi and inventor of the Sound Bender, a sound amplification accessory for iPad, will present on Tuesday, March 25, 2014, at the University of Minnesota Crookston. Weiss, who appeared on ABC Television's business-themed reality show "Shark Tank" presents "Bait and Pitch--How a rabbi hooked a shark and how you can too" at noon in Bede Ballroom, Sargeant Student Center. The event is free and everyone is invited. The first 100 attendees will receive a Sound Bender.



The book Shark Tank Jump Start Your Business: How to Launch and Grow a Business from Concept to Cash will be available for purchase at the event. Weiss will be available to sign copies of the book following his presentation.

Weiss received backing for the magnetic, power-free iPad amplifier from Shark Tank panelist Daymond John in March 2013 and since sales of the Sound Bender have grown steadily. The rabbi, teacher, and father of three, came up with the idea for the Sound Bender when he found it difficult to hear when using his iPad. After cutting out a band-aid box to help amplify the sound, Weiss developed the Sound Bender, a functional design that fits the iPad 2, 3, and 4. To learn more about the device and Moshe online.



Weiss, who has been described as a "fun-loving" rabbi and entrepreneur will bring his humor and experience as an entrepreneur to the Crookston campus as part of the Center for Rural Entrepreneurial Studies Speaker Series. The Speaker Series is focused on bringing high profile entrepreneurs from Minnesota and the region to the address area entrepreneurs, small business owners, and students.

About CRES

CRES serves northwest Minnesota entrepreneurs and small businesses with insightful technical assistance and research. For more information, contact Rachel Lundbohm, director, at 218-281-8190 or visit the CRES website.

Today the University of Minnesota Crookston delivers 29 bachelor's degree programs, 20 minors, and 36 concentrations on campus--as well as 13 degrees online--in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit www.umcrookston.edu.

In the photo, at top right, left to right, are Shark Tank panelist Daymond John with Rabbi Moshe Weiss, creator of the Sound Bender.

In the photo, at center left is the Sound Bender on an iPad.

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